

Building a Fundraising Board:

The Role of the Board of Directors

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Some
"Rocket Science"

Having a **Fundraising**
Board is not an issue of
entitlement...

...It is the result of **hard**
work.

Giving is a **choice**...

And donors **realize** this.

Our First and **MOST**
IMPORTANT Donors...

Our Board Members...

(Treat them well)

Rebuilding or Redefining a
Board's Role...is a **Process**

The **First** Step...

Develop a Road Map

Next...

Build a **Green Pasture**

...An ACTIVE network of committees as a resource for the organization...with **2 Gates...**

Build a highly trained
Development Committee

... That **keeps** the Board's
fundrai\$ing goals
front & center

Define the **Role** of the
Board...

and Write a **Contract**

As a Board Member...

- **The Leadership Expectations:**
 - **Giving:** Review required minimum annual Personal Leadership Gift
 - Provides moral authority
 - A gift of cash that is not assigned to other activities (galas, fundraisers, etc)
 - **Getting:** Review annual fund raising commitment
 - What is the Board Member's role in cultivating prospects?
 - **Time:** Review personal time commitments (be specific)

Assess the Current
Board Makeup & Structure

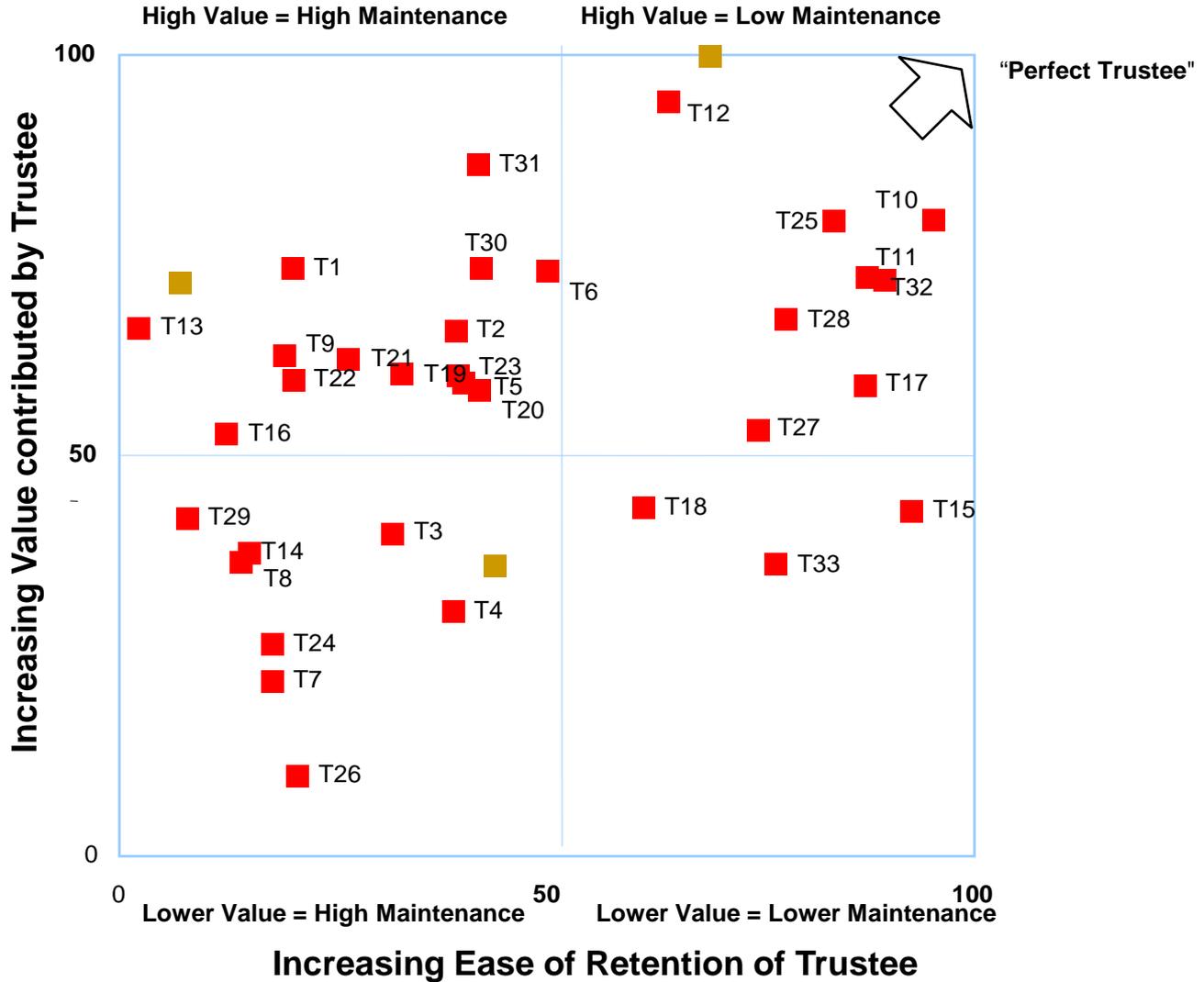
Develop a **Strong**
Nominating Committee to
decide...

Who Needs to Go/Stay...

And why?

Individuals' Self-Assessment

(with consideration given to degree of contribution/ relative ease for to provide)



Be willing to wait for the
Right Stuff

Practice what you preach...

Walk before you **run**...

...and be **careful** what you
wish for...

As you **move forward...**

...NEVER forget the ones
“who got you there”...

Board Toolkit

The Science of Fundraising

Planned/Endowed Giving

Start now...
And never stop

Remember your older donors

Most donors add a charity to their estate plans within **5 years of death.**

- Don't depend on email alone when communicating with your patrons
- Phone calls and home visits matter
- Stay top of mind for donors/patrons/volunteers age 75+

Teach donors and volunteers to think about their assets as potential gifts to you.

- Appreciated stock
- IRA/Roll Over
- Life insurance... When donor doesn't need it anymore
- Charitable Remainder/Lead Trusts

The average age of an individual
writing a will?

47 years old

In June...

The Development Cycle

Step 1: Assessment...

The Science of:

- Identifying prospects
- Gathering and utilizing information/donor prospect research
- Qualifying prospects
- Why we need it?
 - Knowledge conquers fear

Step 2: Cultivation...

The Art of:

- Sharing your mission
- Friend-raising
- Developing a trust relationship with the Prospect

Step 3: Solicitation...

The Moment of Truth...

" The Ask "

Step 4: Stewardship...

The many ways... to say **“Thank You”**

- The process of expressing gratitude commensurate with the gift
- Obligation to acknowledge a gift 5-7 times before asking for the next gift...

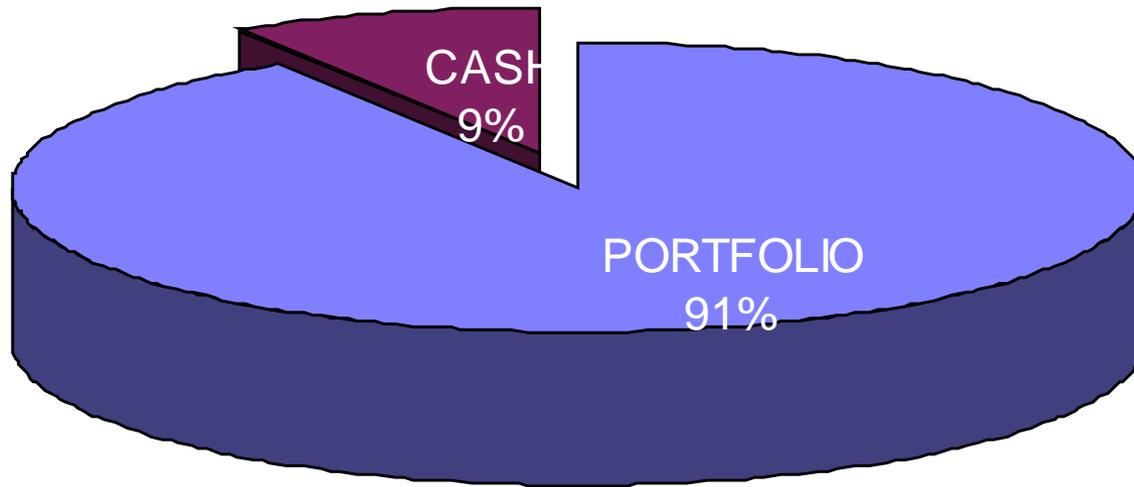
...and the cycle begins

again...

Fear Factor:

Making the *ASK*

Distribution of Individual Wealth



Plan the details...

- Time
- Place
- People
- Materials

Set up the call...

- No sneak attacks
- No delays...
- Set specific time

Prepare for the visit...

- Review/confirm specific goal
- Review research
- Review the case
- **Confirm** who will ask and choreography

The Solicitation Visit...

- Warm up....
- Present the Case...
- Include open ended questions...and LISTEN
- Deep breath....and ask

The Ask...

- “Would you CONSIDER a gift of \$XXX in support of (the cause)”
- Once you make the ask.... **Be SILENT!**

The Response...

- Wait...be silent...count teeth, sip water...
- Negotiate the close
- Get it in writing

Rejections & Objections...

- It's not personal - it's priorities
- Identify objections
- Listen carefully to issues raised...roadmap to next gift
- Never be defensive

Closing...

- Clarify next steps
- Outline process for transfer of assets
- Establish the timeframe for action
- **Thank you**
 - Personal Note

Recognition & Stewardship...

- Creates the culture of philanthropy
- Accurate accounting of the gift use
- Ongoing follow-up= relationship

Regardless of the size of the gift...
Express your gratitude

Prospects/Donors
ALWAYS
have other options...

*The **Seven** Faces of Philanthropy: a
New Approach to Cultivating Major
Donors*

Russ Alan Prince

Karen Maru File

Publisher: Jossey-Bass

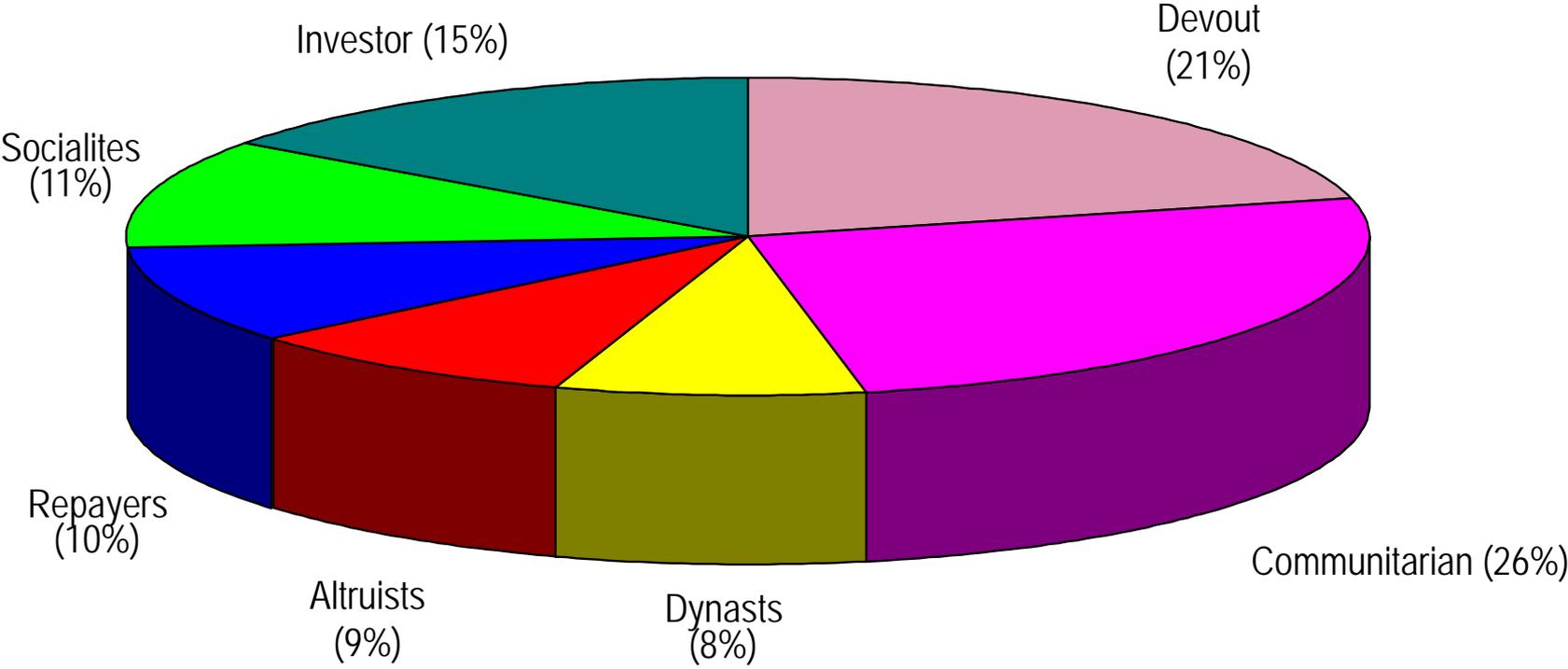
The Research

- Philanthropically motivated
- Donors of \$50,000 or more
- Assets of \$1 million or more
- Men and women

The Results...

- Subcultures of philanthropy
- Seven motivation groups
- Based upon what people seek
- The values behind their giving

Seven Faces of Philanthropy



The Communitarian (26%)

- *“Doing good makes good sense.”*
- Local history, roots and giving
- Success tied to success of community
- Philanthropy is exchange

The Devout (21%)

- *“Doing good is **God’s will.**”*
- 96% of giving focuses on religion
- Supports outreach and mission work
- Act on faith in institutions

The Investor (15%)

- *“Doing good is **good business**.”*
- Give carefully after investigation
- Look for measurable ROI
- Philanthropy is a business relationship
- Tax avoidance is a high motivator

The Socialite (11%)

- *“Doing good is fun.”*
- Motivated by creativity of event planning
- Fund raisers not donors
- Philanthropy as social exchange

The Repayer (10%)

- *“Doing good **in return.**”*
- Response to life-changing experience
- Highly focused giving
- Emphasis on results and beneficiaries

The Altruist (9%)

- *“Doing good feels right.”*
- Genuine selfless donor - internally driven
- Focus giving on social issues
- Wealthy have greater obligation to give
- Not influenced by others

The Dynast (8%)

- *“Doing good is **a family tradition.**”*
- Philanthropy is a strong family value
- Most careful and selective of all
- Focus on core mission of institutions

Applying the “Seven Faces”

- Looking for tell-tale signs of “faces”
- In planning, identify the face...Ask and listen
- Consider the faces of cultivators

Applying the “Seven Faces”

- Personalize the discovery process
- Adapt materials to the *face* of the prospect
- Base the ask on donor interest